



(index.php) Kashya International PVT LTD



[projects@saawariya.in](mailto:projects@saawariya.in) (mailto:info@saawariya.in)



011-43215383

# HEALING ENVIRONMENT FOR GENERATIONS TO COME

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## HEALING ENVIRONMENT FOR GENERATIONS TO COME **PROJECT**

**Project:** Healing Environment for Generations to Come



# Background

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Tourism and hospitality are becoming major industries in almost every country, playing an important role in enriching the experiences of tourists. It is essential to ensure that the beauty and glory of these destinations are maintained for future generations.

One of the most significant challenges faced today is the surge of plastic waste, particularly in tourist areas. Plastic pollution is evident on beaches, in hotel rooms, and practically everywhere. The ever-growing numbers of discarded plastic bottles are contributing to environmental degradation.

Watch a short video that illustrates the current situation:

Watch Video (<https://youtu.be/aX14SIETa2A>)

## Current Situation

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The world is facing an unprecedented plastic waste crisis. Plastic bottles, which take hundreds of years to decompose, are a primary source of pollution. Every day, tourists consume 4-5 liters of water, often packaged in plastic bottles. These bottles eventually end up in landfills or the ocean, contributing to plastic pollution and harming marine life.

## Urgency for Action

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The time for action is now. Delaying will only exacerbate the problem. Immediate steps must be taken to reduce single-use plastic bottles, particularly in the tourism and hospitality industries, where bottled water is commonly provided to guests.

Plastic water bottles do not biodegrade; they only photodegrade, breaking down into microplastics that leach harmful chemicals into the environment. It is vital to find alternatives that prioritize both environmental protection and human health.

## Solution

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We propose a solution that eliminates single-use plastic water bottles by offering a more sustainable and healthier alternative. Our patented\* solution includes the distribution of souvenir water bottles equipped with RFID technology. These bottles can be refilled at designated water kiosks for the duration of a

tourist's stay (up to 7 days).

This solution offers benefits to both tourists and the environment by providing safe drinking water while reducing plastic waste. After their stay, tourists can keep the bottle as a souvenir, helping to spread awareness about sustainability.

The project will cut down on the use of single-use plastic bottles.

It will provide a reliable source of clean water, enhancing the experience for tourists.

It will help protect the environment, reduce pollution, and contribute to the preservation of natural resources.

It will contribute to earning Carbon Credits by reducing waste and pollution.

## Scope

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The project can be implemented throughout the hospitality industry, including hotels, airports, transfer terminals, and popular tourist destinations.

## Accreditations

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**Do Your Venture: Entrepreneurship for Everyone** – Conducted by IIMB, sponsored by the National Commission for Women (October 2021).

**Empowering Women through Entrepreneurship** – Accelerated by NCW and India SME Forum (March 2022).

**Women Exporter Program** – Presented at the convocation and valedictory ceremony organized by India SME Forum (May 2023).

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### Kashya International PVT. LTD.

**Address:** KD- 209, Pitam Pura, Delhi - 110088

**Mobile:** +91-9810550050

**Email:** projects@saawariya.in



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## OUR PRODUCTS

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- › RFID Tag based Kashya Water Bottles ([rfid1.php](#))
- › RFID Reader & UV rays sterilization based Kashya Water Dispenser ([rfid2.php](#))

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